Logo Design, Visual Identity and Usage Guide for the

Development Authority of the City of Warner Robins, Georgia

Questions and Answers:

1. In the RFP, you mention that *"...Designer to be available for brand consultation for up to 12 months."* Can you we more specific regarding the type of consultation; and that this doesn't include any design changes after the approved concept had been delivered, correct? If there is a need for the Development Authority of the City of Warner Robins, Georgia to place the logo on media types not outlined, yet may be considered within the 12 month period the designer would be available to consult.

2. Can you confirm that the Usage Guide will be developed during Phase II (after a final logo has been selected and approved to move forward). Or should we consider and present it with Phase I? Yes, the Usage Guide will be developed during Phase II.

3. During the Logo Design Phase, we see there's an opportunity to *"...conduct a thorough and concise conversation with DAWR Board members to fully understand the DAWR mission and its goals to present and communicate to both the private and public sectors."* We are assuming that this discussion will be in person. Should we account for some traveling into our estimate? As well as the initial first round presentation meeting as well…? The thorough and concise conversation with DAWR Board members could take place over the phone or in person. If there is a need for travel reimbursement yes account for it along with the cost associated in the estimate.

4. Can you clarify what your definition of a *"tear sheet headers and footers"* is? Our immediate assumption is that it is a direct mail piece. Headers with logo and footers with Development Authority of the City of Warner Robins, Georgia contact information. To be used on any one pagers.

5. Will you show us what the website looks like so we can have an idea on design? The website is in the design phase.

6. Is there a specific color/or color palette that you prefer to adhere to? We are open to designer's guidance for color palette that will offer a forward thinking, modern logo with an international appeal.

7. Is there a typeface that we have to use? No.